MULTIMEDIA **UNIVERSITY**
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FINAL EXAMINATION

TRIMESTER 2, 2015/2016

MCD 7213 – Digital Media Content Development
(All sections / Groups)

18 JANUARY 2016
5.00 pm. – 7.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages (including this cover page).

2. Answer Section A and FOUR (4) out of five questions in section B.

3. All questions carry equal marks and the distribution of the marks for each question is given.

4. Write your all answers in the Answer Booklet provided.

Section A (Compulsory)

There are many examples of digital content. Some of the examples include digital games, digital resume, e-book, and an interactive magazine, e-learning, animation and etc.

- Select a type of digital content you are most familiar with
- Describe at least six advantages and six disadvantages of using the selected digital content

You can explain in general or using a specific situation.

(20 marks)

Section B
(Please answer four out of five questions; every question carry 20 marks each)

1) You are requested by your client to create a website that promotes interesting ethnic food from around the world. One of the main requirements is to upload attractive food pictures. Based on figure 2, choose the type of image format that you will use for this website. Justify why you choose this image format type and also explain why you **'did not'** choose the other format of images.
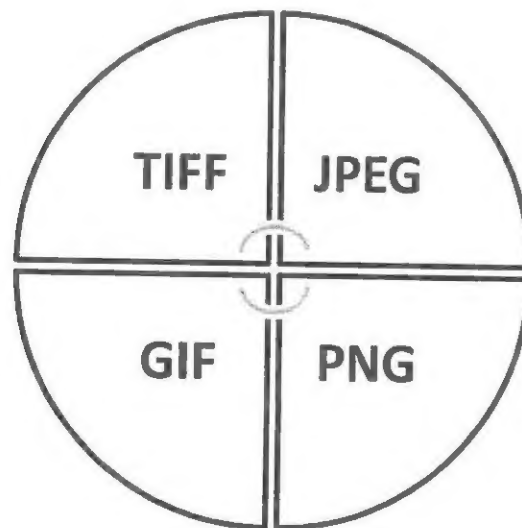

Figure 1. Type of image formats

(20 marks)

Continued…

2) As a design student you should be familiar with Gestalt Laws. Please explain TWO of Gestalt Laws that you have learnt. You may use diagrams or images to further clarify your answer.

(20 marks)

3) Using the checklist below, explain briefly steps of creating the items in Adobe Illustrator software.

Topic Area	Checklist (√) Steps
1. Importing images as a template	
2. Export as JPEG	
3. Using Live Paint tool on imported image	
4. Dividing colour areas for Live Paint object	

(20 marks)

4) What is VECTOR and RASTER graphics? Please give FOUR comparisons between Raster and Vector Graphics.

(20 marks)

5) There are many compression formats available for video. Please give FOUR video formats with its file extension and detail explanation on the format i.e. who is the developer, suitable for what purpose etc.

(20 marks)

End of Paper.